

**What is claimed is:**

1 An information providing system, comprising:

information providing means of delivering at least anyone of first information including a pre-determined program or advertisement and second information including additional information relating to said first information; and

10 an information receiving terminal for a customer that receives at least anyone of said first information and said second information,

15 wherein in case of transmitting said second information to said information receiving terminal, said information providing means transmit said second information addressed to said information receiving terminal, which was prepared for said customer corresponding to customer information relating to said customer, and

20 wherein simultaneously an information transfer path, which is used in case that said first information is transmitted and received between said information providing means and said information receiving terminal, and an information transfer path, which is used in case that said second information is transmitted and received between said information providing means and said

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information receiving terminal, are identical or different.

2 An information providing system, comprising:

5           first information providing means that deliver via a first information transfer path first information including a pre-determined program and advertisement;

10           second information providing means that deliver via a second information transfer path second information including detailed information relating to said first information; and

15           an information receiving terminal for a customer that receives said first information via said first information transfer path and that receives said second information via said second information transfer path,

20           wherein said second information providing means transmit said second information addressed to said information receiving terminal, which was prepared for said customer corresponding to customer information relating to said customer.

3 An information providing system, comprising:

first information providing means that deliver via a first information transfer path first information including a pre-determined program and advertisement;

second information providing means that deliver via a second information transfer path second information including detailed information relating to said first information;

5 a first information receiving terminal for a first customer that receives said first information via said first information transfer path and that receives said second information via said second information transfer path responding to necessity; and

10 a second information receiving terminal for a second customer that receives at least said second information responding to necessity,

15 wherein said first information receiving terminal transmits to said second information receiving terminal for said second customer via said second information providing means recommendation information for at least one said second customer, which was prepared based on either said first or said second information, and

20 wherein said second information providing means transmit to said information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, and in case that it received said recommendation information from said first

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information receiving terminal, it simultaneously transfers said recommendation information to said second information receiving terminal, and yet transmits to said second information receiving terminal said second information for said second customer, which was prepared corresponding to said recommendation information and second customer information relating to said second customer, responding to a request from said second information receiving terminal.

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4 The information providing system according to claim 3, wherein said first information receiving terminal prepares recommendation information for a single or plural specific said second customer(s) based on said first or said second information responding to necessity to transmit said recommendation information to said second information receiving terminal via said second information providing means.

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5 The information providing system according to claim 3, comprising evaluation means of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

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6 The information providing system according to claim 5,  
wherein, in case that said first information includes  
advertising information, said evaluation means make an  
evaluation for rewarding said first customer responding to  
5 a contribution degree to commercial transaction  
achievements relating to products or services as an object  
of an advertisement.

7 The information providing system according to claim 3,  
10 comprising:

information management means of managing communication  
information indicating that at least said first  
information was prevailed by said first or said second  
customer; and

15 information analysis means of executing a collection  
and analysis process for said communication information to  
obtain an analysis result on a prevalence situation of  
said first information, which is to be offered to a  
provider of said first information.

20 8 The information providing system according to claim 7,  
wherein said information analysis means execute a  
collection and analysis process for said communication  
information based on customer information of said first  
25 and said second customers who transmit and receive at

least said first information.

9 The information providing system according to claim 3,  
comprising a third information receiving terminal for said  
second customer that receives at least prompt report  
information that corresponds to said recommendation  
information,

wherein said second information providing means  
transmit said prompt report information to said third  
information receiving terminal responding to a request by  
said first information receiving terminal.

10 The information providing system according to claim 3,  
wherein said second information providing means transmit  
to said second information receiving terminal at least  
prompt report information, which corresponds to said  
recommendation information, responding to a request by  
said first information receiving terminal.

20 11 The information providing system according to claim  
10, wherein, after said second information providing means  
transmitted to said second information receiving terminal  
said recommendation information received from said first  
information receiving terminal, it transmits said prompt  
report information to said third information receiving

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terminal in case that no reply from said second information receiving terminal is present within a pre-determined time.

5       **12** The information providing system according to claim 3, wherein said customer information includes at least anyone of a name, a race, a nationality, sex, an address, an age, and an occupation.

10       **13** An information providing method, comprising:  
          an information providing step of delivering at least anyone of first information including a pre-determined program or advertisement and second information including additional information relating to said first information; and

15            an information receiving step of receiving at least anyone of said first information and said second information with an information receiving terminal for a customer,

20            wherein, in said information providing step, in case of transmitting said second information to said information receiving terminal with said information providing means, said second information addressed to said information receiving terminal, which was prepared for said customer corresponding to customer information

relating to said customer, is transmitted, and  
wherein simultaneously an information transfer path,  
which is used in case that said first information is  
transmitted and received between said information  
5 providing means and said information receiving terminal,  
and an information transfer path, which is used in case  
that said second information is transmitted and received  
between said information providing means and said  
information receiving terminal, are identical or  
10 different.

**14 An information providing method, comprising:**

a first information providing step of delivering first  
information including a pre-determined program or  
15 advertisement via a first information transfer path with  
first information providing means;

a second information providing step of delivering  
second information including detailed information relating  
to said first information via a second information  
transfer path with second information providing means; and

20 an information receiving step of receiving said first  
information via said first transfer path and of receiving  
said second information via said second information  
transfer path with an information receiving terminal for a  
25 customer, and

wherein, in said second information providing step,  
with said information providing means, second information  
addressed to said information receiving terminal, which  
was prepared for said customer corresponding to customer  
5 information relating to said customer, is transmitted.

15 An information providing method, comprising;

a first information providing step of delivering first  
information including a pre-determined program or  
10 advertisement via a first information transfer path with  
first information providing means;

a second information providing step of delivering  
second information including detailed information relating  
to said first information via a second information  
15 transfer path with second information providing means;

a first information receiving step of receiving said  
first information via said first transfer path and of  
receiving said second information via said second  
information transfer path responding to necessity with a  
20 first information receiving terminal for a customer; and a  
second information receiving step for a second customer of  
receiving at least said second information responding to  
necessity via said second information transfer path with a  
second information receiving terminal for a second  
25 customer,

wherein, with said first information receiving terminal, recommendation information for at least one said second customer, which was prepared based on said first or said second information, is transmitted to said second information receiving terminal for said second customer via said second information providing means responding to necessity, and

wherein said second information providing means transmit to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, simultaneously, in case that it received said recommendation information from said first information receiving terminal, it transmits said recommendation information to said second information receiving terminal, and yet transmits to said second information receiving terminal said second information for said second customer, which was prepared corresponding to said recommendation information and second customer information relating to said second customer, responding to a request from said second information receiving terminal.

16 The information providing method according to claim

15, comprising an evaluation step of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first information.

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17 The information providing method according to claim 16, wherein, in case that said first information includes advertising information, an evaluation is made for rewarding said first customer responding to a contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

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18 The information providing method according to claim 15, comprising:

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information management means of managing communication information indicating that at least said first information was prevailed by said first or said second customer; and

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information analysis means of executing a collection and analysis process for said communication information to obtain an analysis result on a prevalence situation of said first information, which is to be offered to a provider of said first information.

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19 The information providing method according to claim

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15, comprising:

a prompt report information transmission step of transmitting to a third information receiving terminal for said second customer at least prompt report information, which corresponds to said recommendation information, 5 responding to a request by said first information receiving terminal with said second information providing means; and

a prompt report information receiving step of receiving said prompt report information with said third information receiving terminal,

wherein, in said prompt report information transmission step, with said third information means, after said recommendation information received from said first information receiving terminal was transmitted to said second information receiving terminal, said prompt report information is transmitted to said third information receiving terminal in case that no reply from said second information receiving terminal is present 15 within a pre-determined time.

20. A record medium in which an information providing program was recorded, wherein a program is recorded for causing a computer to execute:

25 an information providing step of delivering at least

anyone of first information including a pre-determined program or advertisement and second information including additional information relating to said first information with information providing means; and

5           an information receiving step of receiving at least anyone of said first information and said second information with an information receiving terminal for a customer.

10           wherein, in said information providing step, in case of transmitting said second information to said information receiving terminal with said information providing means, said second information addressed to said information receiving terminal, which was prepared for said customer corresponding to customer information relating to said customer, is transmitted, and

15           wherein simultaneously an information transfer path, which is used in case that said first information is transmitted and received between said information providing means and said information receiving terminal, and an information transfer path, which is used in case that said second information is transmitted and received between said information providing means and said information receiving terminal, are identical or different.

21 A record medium in which an information providing program was recorded, wherein a program is recorded for causing a computer to execute:

5 a first information providing step of delivering first information including a pre-determined program or advertisement via a first information transfer path with first information providing means;

10 a second information providing step of delivering second information including detailed information relating to said first information via a second information transfer path with second information providing means; and

15 an information receiving step of receiving said first information via said first information transfer path and of receiving said second information via said second information transfer path with an information receiving terminal for a customer,

20 wherein, in said second information providing step, with said second information providing means, second information addressed to said second information receiving terminal, which was prepared for said customer corresponding to customer information relating to said customer, is transmitted.

25 22 A record medium in which an information providing program was recorded, wherein a program is recorded for

causing a computer to execute:

a first information providing step of delivering first information including a pre-determined program or advertisement via a first information transfer path with first information providing means;

5 a second information providing step of delivering second information including detailed information relating to said first information via a second information transfer path with second information providing means;

10 a first information receiving step of receiving said first information via said first information transfer path and of receiving said second information via said second information transfer path responding to necessity with a first information receiving terminal for a first customer;

15 and

a second information receiving step for a second customer of receiving at least said second information via said second information transfer path responding to necessity with a second information receiving terminal for a second customer,

20 wherein recommendation information for at least one said second customer, which was prepared based on said first or said second information, is transmitted to said second information receiving terminal for said second customer via said second information providing means

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responding to necessity with said first information receiving terminal, and

wherein said second information providing means transmit to said first information receiving terminal said second information for said first customer, which was prepared corresponding to first customer information relating to said first customer, responding to a request from said first information receiving terminal, simultaneously, in case that it received said recommendation information from said first information receiving terminal, it transfers said recommendation information to said second information receiving terminal, and yet transmits to said second information receiving terminal said second information for said second customer, which was prepared corresponding to said recommendation information and second customer information relating to said second customer, responding to a request from said second information receiving terminal.

20       23 The record medium having recorded the information providing program according to claim 22, wherein a program was recorded for causing a computer to execute an evaluation step of making an evaluation for rewarding said first customer responding to a contribution degree by said first customer to prevalence of at least said first

information.

24 The record medium having recorded the information providing program according to claim 23, wherein, in said evaluation step, in case that said first information includes advertising information, an evaluation is made for rewarding said customer responding to a contribution degree to commercial transaction achievements relating to products or services as an object of an advertisement.

25 The record medium having recorded the information providing program according to claim 22, wherein a program is recorded for causing a computer to execute:

a prompt report information transmission step of transmitting at least prompt report information, which corresponds to said recommendation information to a third information receiving terminal for said second customer, responding to a request by said first information receiving terminal with said second information providing means; and

a prompt report information receiving step of receiving said prompt report information with said third information receiving terminal, and

wherein, in said prompt report information transmission step, with said second information providing

means, after said recommendation information received from  
said first information receiving terminal was transmitted  
to said second information receiving terminal, said prompt  
report information is transmitted to said third  
5 information receiving terminal in case that no reply from  
said second information receiving terminal is present  
within a pre-determined time.

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